



NuRide, Inc.  
Richmond

NuRide rewards people for taking greener transportation. They promote local restaurants, retailers and venues at no cost if they are willing to provide a special offer for their members. Reducing air emissions and making the air cleaner is what makes NuRide's rewards program work. They can directly correlate the value of an organization's special offer with their members' vehicle type to determine the environmental impact.

#### GREEN ACTIVITIES

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Encourage clients who are in the tourism industry to join Virginia Green
  - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials
  - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials
  - Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities
  - Set a goal for recruiting their member facilities
- ☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:
  - Minimize copying and always make double -sided copies
  - Do not use any disposable containers, dishware, cutlery or cups
  - Use disposable foodservice items that are made from bio-based, renewable materials
  - Use disposable foodservice items that are made with recycled content
  - Use disposable foodservice items that are recyclable
  - Use compostable foodservice items and direct this material to available composting operations
  - Use cloth napkins
  - Use non-bleached napkins and coffee filters
  - Use water pitchers to minimize the use of single-use bottles
  - Avoid box lunches and purchase trays/platters of food instead

For more information on **NuRide, Inc.**, see [www.nuride.com](http://www.nuride.com) or contact **Eric Alonzi** at [ealonzi@nuride.com](mailto:ealonzi@nuride.com).

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).

